

TO: Awareness Subcommittee  
CC: Pierre Bedard, Rose Baiza, Jaime Chew  
DATE: March 22, 2020  
FROM: Freddie Wheeler

RE: Update regarding Awareness Subcommittee project: Monthly Ads in the Town Crier

Since we won't be meeting for who knows how long, I thought I'd update everyone on the progress to date on the Awareness Subcommittee's project to place one ad every month in the Los Altos Town Crier that publicizes under-utilized library resources.

Rose and I met with Kathy Lera of the Town Crier on Wednesday, March 11. It was very productive and informative meeting. She thought the ads were good and would attract attention. We discussed the size of the monthly ad and found a great size that fits exactly within the \$5000 budget that LALE gave her for the ads. We left the meeting with a plan: Rose would share two ads that I had created in a "mocked up" format with Bob Simon of LALE and with her in-house graphic design department. We had hoped to get a version of the "Self-Quarantined" ad into the newspaper asap in view of what was then only a "be careful" state of affairs. Since then, of course, we have all been placed in a lockdown otherwise known as shelter-in-place.

FYI, Rose had initially planned for an ad about the Go Go Biblio to be the first one we published but the County had already decided as of our March 11<sup>th</sup> meeting to stop all outings by Go Go Biblio due to the risk of coronavirus contamination. Obviously a professionally created version of the mock up ad for it could be used anytime after the lockdown is lifted.

These are the two mock-ups. Eric suggested the book format. There are many other clip art book formats that I could have used that were a better rendition of a book but this one let me enter text and jpegs. The text/images are my suggestions which can certainly be improved by professionals.





I've asked Rose if there is any possibility that we could get the "Quarantined?" ad designed, approved and placed in the Town Crier while we are under this lockdown order. We could change the headline to something like "Going Stir Crazy Yet." I will update you when/if I hear back from her. I'm not certain if Library personnel are working remotely and, if they are, whether they would have time for a project like this but it would certainly be timely.

Since LALE gave the Library a budget for 1 ad/month for 12 months, we should research which under-utilized services/offerings would be ideal to publicize in these ads. Rose will ask for ideas from her staff. I looked through the list of services that her staff prepared for the Improve Services Subcommittee and thought these services/offerings were good potential subjects for upcoming ads:

1. Homework Help – ABCmouse
2. College Admissions Test Preparation Center by Learning Express
3. The Great Courses
4. Rosetta Stone Library Edition: Language Learning Including ESL
5. Research – all of the services under this heading
6. Skillsoft: IT ebooks, courses and videos
7. Ask a Librarian ????
8. Brainfuse: Online Tutoring & Homework Help for Students
9. Senior Tech Tutoring